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HOW TO MAKE A LAWN

AND BEAUTIFY THE
HOME PLACE



A BOOKLET OF INFORMATION AND INSTRUCTION
PREPARED AND PUBLISHED BY THE

IOWA SEED CO.

209-211 Walnut St.

Des Moines, Iowa

A COMMUNITY IS JUDGED BY THE CHARACTER
AND BEAUTY OF ITS HOMES AND AN INDIVIDUAL
BY THE APPEARANCE OF HIS SURROUNDINGS

Two Essentials For a Good Lawn

DUNHAM LAWN ROLLER

No other article will assist so much in making a perfect lawn as a roller.

See catalogue for sizes

Price Each

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LAWN MOWERS

We carry different grades and sizes of mowers to meet the wants of our customers. Prices \$3.10 to \$7.50 according to size and styles.



See our large catalogue for grass catchers and other supplies for care of the lawn

How to Make a Lawn

The first purpose of the lawn in any environment is to adorn and beautify the home. In fact the lawn is necessary if we are to make our surroundings attractive. The finest mansion becomes unsightly and barn-like when the lawn is unkept and the grounds bare of shrubs and trees. On the other hand the humblest cottage becomes beautiful and attractive—a real home—when the grounds are well kept and the grass plots grow thick and green. Undoubtedly the most essential feature in home enjoyment is a grass plot, as large as we have space to give, made doubly effective with trees and shrubs.

How often a home, costing several thousand dollars is erected; and then the planning and grading of the grounds is turned over to some ignorant but pretentious laborer, who is installed to make a lawn. As a result the beauty of the place is forever marred. Here is an opportunity to display as much taste and art as in the construction of the dwelling itself; in fact everyone has noticed how even a modest home often shines out like a jewel when tastefully set in proper surroundings.

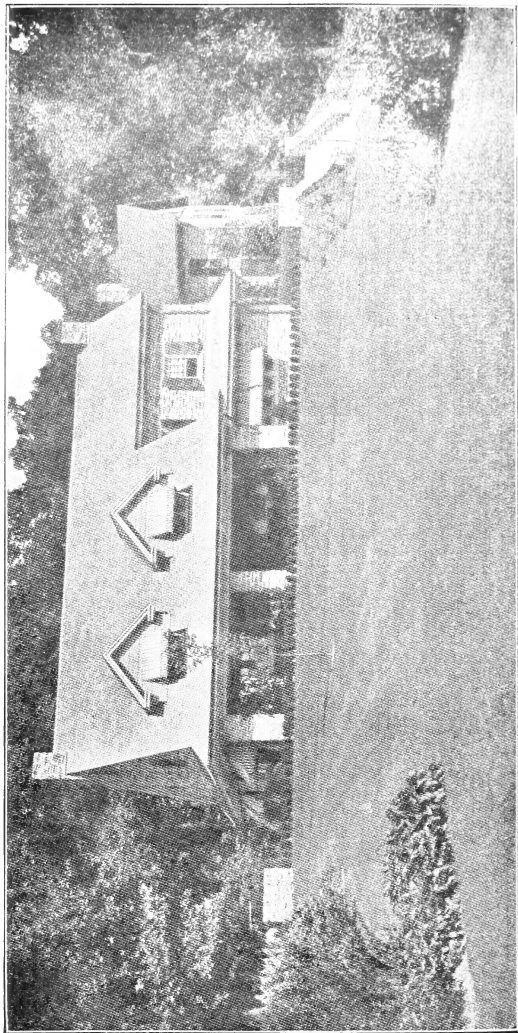
Perhaps you can safely leave the building of your house to contractors, but the lawn should be prepared under your personal supervision. We are so frequently asked for directions as to preparation of soil, proper seed mixtures, time of sowing and quantity to use, that we have prepared this booklet to help our customers in securing a fine lawn.

THE FIRST ESSENTIALS

For the lawn maker are perseverance and patience. You can't make a really fine lawn in a day, a month or a year. Constant and close attention, with intelligent labor at proper times, are required if the best results are to be achieved.

A story is told of an American who greatly admired the really wonderful lawns in England, and wondering why they were so superior, asked a gardener how they were prepared. The reply was: "Every month you sow the seed; then you fertilize, then you rake; then you roll the sod. If you will keep it up, then you will, in time, have just as fine lawns as the ones you see here. It takes a deal of work to get the seed in the ground."

Our people want things quick. They buy grass seed today and expect a lawn tomorrow. You can assist nature and shorten somewhat the time



A fine lawn maintains its beauty amid surroundings of grandeur.

required, but you should realize that both time and effort are necessary before the lawn can be really a success.

PREPARING THE SOIL

In making a lawn about a new home, or if an old lawn has become foul with weeds, worn out by tramping, or the soil impoverished, it is advisable to plow the ground, or if the plot is small spade it up with ordinary garden spade or fork. Loosen the soil at least five inches deep and see that the top three inches are strong and fertile and with sufficient sand to keep the ground friable. Don't neglect the composition of the soil. If it is naturally unsuitable in any way try and rectify its fault before plowing or turning.

Cover the surface with sand, fertilizer or whatever element necessary to bring the soil to proper fertility and texture, then turn under as indicated, but if this is not possible, see that three or four inches of proper soil is hauled and a new surface made for the reception of the seed. The surface should be harrowed or raked thoroughly; in fact it should be just as finely pulverized as if prepared for garden or flower seeds.

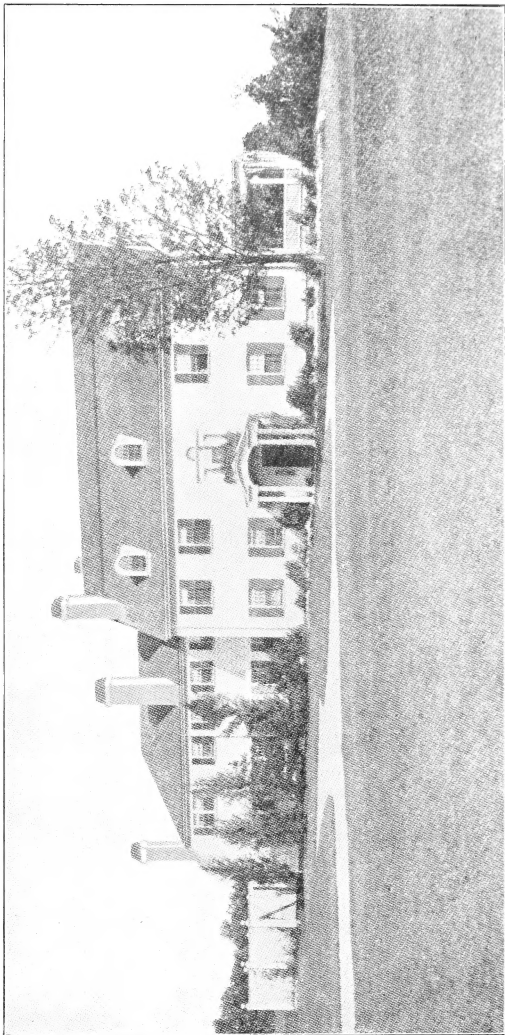
SOWING THE GRASS SEED

After preparing the seed bed properly there is no great difficulty in the seeding because it is sown broadcast by hand. It is readily determined by sight whether or not it is evenly sown and sufficient seed used. On large lawns or on parks a seed sower may be used to advantage. The two essentials in the seeding are to use sufficient seed and get it firmed into the soil. You can easily use too little seed.

When sowing it appears to you that surely too much seed was used, but when you consider that each seed makes only a tiny plant and that only the fittest survive you will realize that a seemingly large quantity is needed. As a guide to quantity we recommend one pound of Kentucky Blue Grass or Mixed Lawn Grasses to each 400 square feet of area. There are 43,560 square feet in an acre so that 100 pounds of seed should be used on that amount of ground.

The above may be considered a minimum amount for a new lawn, but you need use only about half as much for thickening up old lawns, and only a quarter as much for annual seeding of good lawns.

Many persons sow oats, rye, or wheat with lawn grass seed as a "nurse crop" thinking it shades and protects the grass. We always discourage this theory, believing it tends to choke out and injure the grass and make tufts on the



A fine lawn is appropriate to homes of simplicity and dignity.

lawn. It is advisable only where sown with grass seed during very hot dry weather.

FIRM SEED This we consider a most essential part of lawn making. The seed of most lawn grasses is very light (usually 14 or 15 pounds per bushel) and unless the seed is rolled down or firmed in some way it is readily washed off or into uneven distribution by rain, or use of the hose. Many persons complain that the grass seed does not grow when there is no seed to grow, it having been washed away by rains before it became established. Seed will germinate more quickly if firmed in the soil.

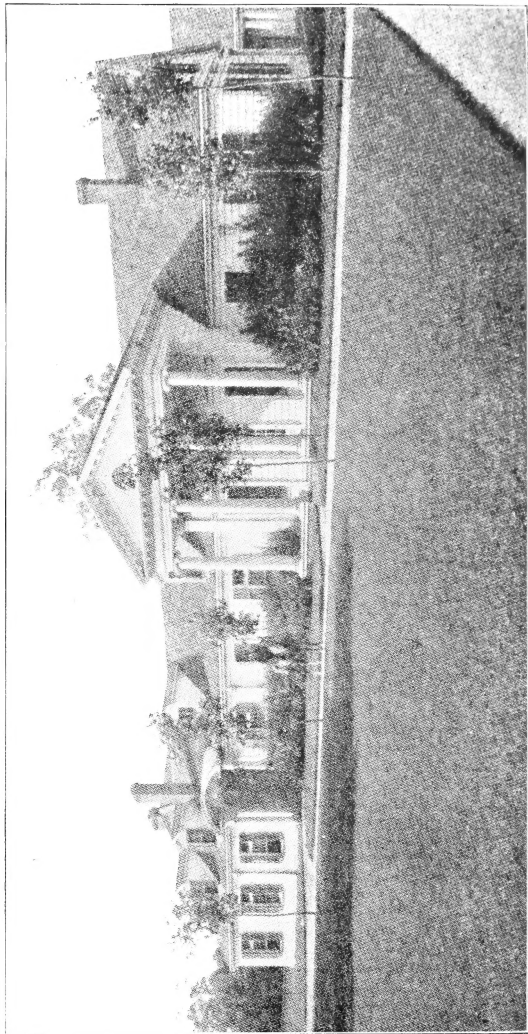
Everybody understands that the ground should be raked with sharp-toothed rake after seeding, but the importance of firming the seed in the soil is not so generally understood. The best way to do this is with a lawn roller where it is at all possible. These are made in various sizes, and in several styles which allow for adding or subtracting weight and in sectional parts that render them easy to move in any direction. They are not very expensive and will be of much more value in making and keeping up a fine lawn than the mower.

If you have not a roller and it is not possible to obtain one, secure a large heavy tile or sewer pipe and use it as a roller, and if no other method is possible tramp the seed into the ground with the feet. All the labor of the operation, in whatever manner applied, will be repaid in results.

THE TIME Lawn grass can be sown successfully any time from March to October. The preferred time is in April or May, generally as soon as frost is out of the ground. If sown at this time a new lawn will be ready for mowing in sixty days, and the new grass on old sod will be well started and vigorous before the hot dry days of July and August.

Another advantage of early spring seeding is that it enables the grass to get ahead of the annual weeds, which are not usually troublesome before midsummer. We do not advise sowing during the hot summer months as the seed is liable to dry up and die after the sprout starts but before the roots are formed. Nature sows grass seed in the fall, and lawns sown in late August or September usually give excellent results.

We believe that the time of seeding is secondary to care used, as in our opinion you can get results most any time under proper management. It is true, however, that conditions of



A fine lawn becomes the beauty spot of splendid cottage homes.

soil and moisture are best for lawn making in spring and fall.

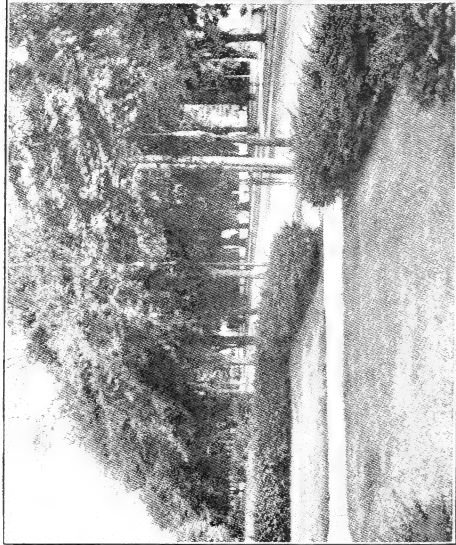
FERTILIZING THE LAWN. Lawn grass is a voracious feeder and will not thrive and hold its beautiful dark green color unless it is suitably fed. You cannot expect to continuously cut the grass, taking from the soil fertility all the time, without replacing the lost fertility in some form. We do not advise the use of barnyard manure on lawns for two reasons; first, it is unpleasant to handle and ugly in appearance when applied; and, secondly, it nearly always contains weed seeds which sprout and grow to the ruination of the beauty of a lawn.

An exception might be made if the manure has been thoroughly well rotted and dried and is in such form that it is readily and quickly available for plant food. The superior excellence and low price of some of the prepared lawn fertilizer make them to our mind far superior for fertilizing purposes. Many kinds are used, but we confine our recommendation to three articles, though handling a number of commercial fertilizers. For quick and strong results we suggest our Peerless Lawn dressing, which is strong in ammonia, phosphate, humus and potash, and mixed specially for lawn purposes. It is a finely pulverized product practically odorless and clean, and is quickly absorbed by the plants when leached by air and moisture.

Many persons prefer Pure Bone Meal as a lawn dressing as it lasts longer and one application will induce good growth of grass the whole summer. Like the Peerless Lawn Dressing it is finely ground, clean, and practically odorless, and therefore desirable.

Far superior to ordinary barnyard manure is the pulverized sheep manure which we offer and which can be used without inconvenience or unsightly effect. It is particularly strong in humus and will produce results more quickly than most fertilizer. We recommend 25 to 50 pounds of these fertilizers for 2,500 square feet of surface. The larger quantity is suggested where the grass is thin and the soil exhausted. Sow it broadcast just as you would grass seed.

WATERING THE LAWN It is usually sufficient to water the lawn once a week unless during an extremely dry spell, but when you water see that the lawn gets a thorough drenching which soaks the soil. A light sprinkling such as is usually given, does not reach the roots at all and soon evaporates. Don't turn the hose direct on the grass in full force. Use a spray attachment on the hose nozzle if you have one or can get it.



BARBERRY HEDGE

For natural and informal planting



CALIFORNIA PRIVET HEDGE

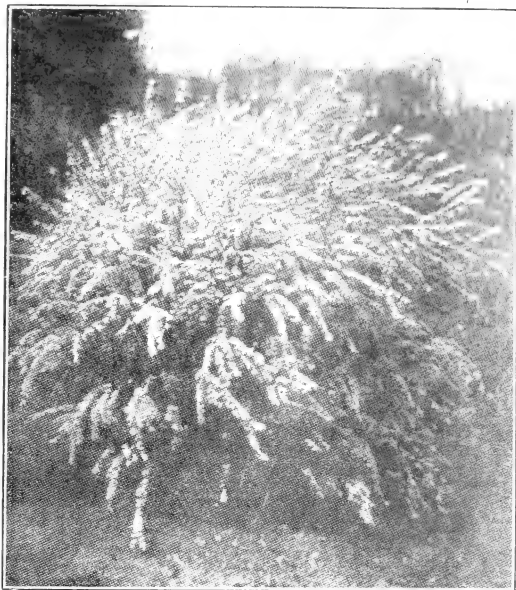
Formal but beautiful gives seclusion

There are several styles of whirling and stationary sprays offered generally at comparatively low prices. If you cannot do better let the stream from the hose ascend in the air and descend in spray to the grass. It may require considerable effort to water the lawn if conditions are unfavorable, but grass will not grow without water, and if the lawn is to be really beautiful the item of water supply should be carefully studied and provided for.

WHEN TO CUT THE GRASS Don't let the grass get too long before cutting. There are good reasons for care in cutting. If the grass is allowed to become long, mowing it changes the color of the lawn from dark green to the sickly yellowish green of the undergrowth. It is less labor to mow low grass than high, as the machine runs much easier and the grass catcher carries the cuttings for a larger area, saving labor of continuous dumping and extra weight. See that the mower is kept sharp and in good order and cutting the lawn will not be the serious task the jokesmith would have us believe it to be. Frequent cutting also gives opportunity for sun and rain to better reach the grass roots and promotes thick heavy growth. A safe rule is not to permit the grass to get more than three inches tall before cutting.

OLD LAWNS MADE NEW It is no wonder that lawns get rusty and run out. We cannot expect to crop it six to eight times during a hot summer and still have it come out in the spring in a fresh, healthy condition. Every spring the lawn should be freshened by sowing and raking in new seed and fertilizer. In this way you will renew the thin places, and bare spots that have been killed out by weeds or other causes, and keep the sod fresh by a new vigorous growth. It only requires half as much seed and fertilizer to renew the lawn as to make a new one, but it should be done each year. You cannot afford to let the lawn run down after you have spent so much time and money in grading and making a good sod.

Weeds are the greatest trouble in keeping a lawn in the best condition. The only way to get rid of them is to fight them persistently. There is no absent treatment that will eradicate them and the best practical method of destruction is to dig them out. Perhaps because of large area or other cause it may be better to use a weed killing chemical mixture, such as is sold by many seedsmen. These preparations will help keep down dandelions and plantain, but will not have much effect on foxtail or crab grass. The best way to keep down ants, grubs, moles, worms



SPIREA VAN HOUTTEI (Bridal Wreath).

HEDGE PLANTS

(See illustration on page 8.)

For boundaries, divisions and for beautifying the home, hedges are very popular and are deserving of more general use. Many persons plant spireas or hydrangeas along division fences, so that when they become large and in full flower they transform an unsightly fence into a thing of great beauty.

Privet—California.	Hydrangea—Paniculata.
Privet—Amurensis.	Hydrangea—Arborescens.
Barberry—Purple Leaf.	Spirea—Van Houttei.
Barberry—Thunbergii.	Japan Quince (Cydonia)

All of the above may be used for simple specimen or mass planting if preferred. See our large catalogue for description and prices.

and other pests is by frequent use of a heavy roller, but if this is not available they may be reached by chemical preparations and mechanical devices.

GRASS SEEDS FOR LAWNS The most popular grass for lawns is Kentucky Blue Grass and many persons prefer it unmixed with other grasses. White clover is also popular with a great many and can usually be obtained at low cost as it only requires about seven pounds per acre for seeding. A number of other grasses are used for special seedings, either to suit local soil or climatic conditions. We believe, however, that a mixture of different kinds of grass seed will give better results for these conditions and also in making new lawns or where quick growth and immediate effect is desired. For years past we have made a study of grasses suitable for lawns, and those that thrive in unusual locations. From our experience has been evolved several grass mixtures which are offered to our customers as peculiarly suited to the purpose for which they are intended.

Evergreen.—For quick growth or new lawns. Contains both annual and perennial grasses. The annual grasses grow quickly and produce a nice lawn in six weeks from sowing while the perennial grasses succeed these and make a permanent lawn.

Shady Place.—For shady spots under trees. It is a mixture of special grasses which grow well in shaded situations. All grasses need sunlight but the shady place mixture flourishes better than any other where the sun is obscured.

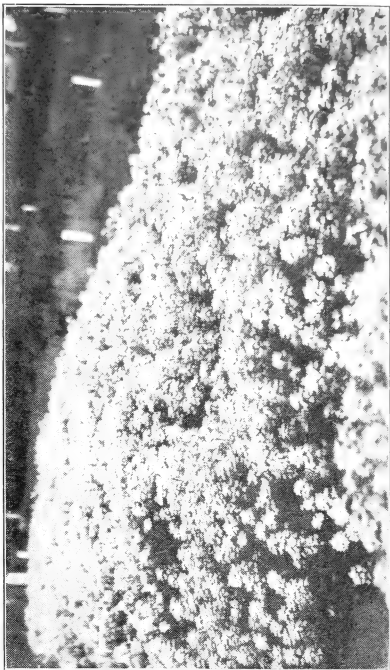
Terrace Mixture.—A mixture of grasses that grow compact and with tenacious roots, so that they do not readily wash away. Makes a thick heavy sod and is permanent. Specially for terraces and sloping grounds.

Suburban Home.—This is a desirable lawn mixture, but it is specially valuable for country homes or in parks where frequent mowing of the lawn is not possible. Requires about 50 pounds per acre for first seeding.

Southland.—Many of our northern grasses will not grow in the extreme south and this mixture is made of such grasses as will do well under the climatic conditions of that section.

Golf Links.—Close growing grasses which make a close firm turf. Will grow and keep green all summer in ordinary seasons. Makes a fine lawn mixture where continuous cutting is practiced.

Putting Green.—A mixture of vigorous growing fine grasses that will make a close, firm turf and withstand tramping and continuous use. It is a fine grass mixture and will be desirable where children play on the lawn.



PERENNIAL CANDYTUFT

Showing the wonderful growing qualities of this hardy plant.
A veritable snow bank in spring

HARDY PLANTS

Anemone.
Achillea.
Bleeding Heart.
Canterbury Bells.
Columbine.
Day Lily.
Foxglove.
Gaillardia.
Golden Glow.
Grass Pinks.
Hollyhock.
Iris.
Lilies.
Marvel Mallow.

Paeony.
Shasta Daisy.
Sweet William.
Tritoma.
Yucca.
Hardy Phlox.
Hardy Poppy.
Hardy Sunflower.
Hardy Pinks.
Hardy Larkspur.
Perennial Aster.
Perennial Candytuft.
Perennial Flax.
Perennial Sweet Peas.

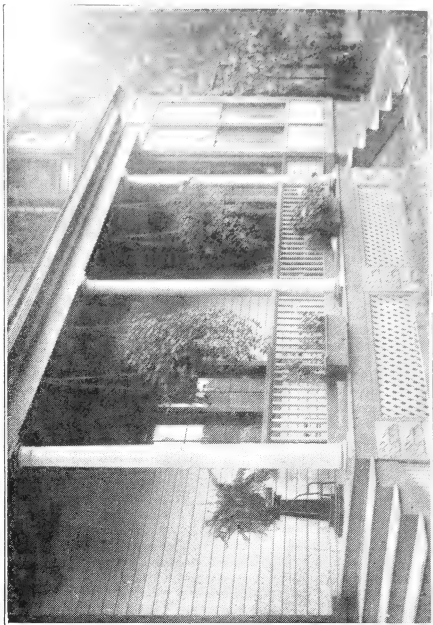
Adorning the Home

This is a subject on which large volumes have been written and it is difficult to treat the subject in a small space except in the manner of suggestions. For comfort and beauty trees rank next to the lawn in home making. A list of the commoner native trees are named on page 16 and are described in our large catalogue where they are offered at very low prices. It would seem that no home need be without trees because of cost. In addition to the kinds listed we can supply many of the more ornamental sorts and if a friend wants a certain variety we will gladly quote price on application. A few shrubs, either for mass or specimen planting, can nearly always be used to advantage and the cost is very small. On pages 10 and 14 are named a few of the most popular flowering shrubs, while we grow many beautiful kinds not here listed but which will be found in our large catalogue. Hedges of low growing plants and flowering shrubs which can be trimmed to desired size and form are very popular for division and boundaries both among city and country dwellers. We have a number of these plants and show the possibilities of Privet and Barberry on page 8 of this circular. Ask for prices, stating length of hedge desired or refer to catalogue.

The great possibilities of hardy flowering plants in permanent beds and mass plantings cannot possibly be treated here. There is an endless variation in color of phlox, splendid bloom in the paeony, delightful fragrance in the hardy pinks; while in roses, vines and herbaceous plants there are myriads of forms and indescribable beauty. The taste of the householder must determine the favorites, but our stock in this line is particularly strong and our prices are so low that a few dollars will purchase all that may be required for the ordinary home.

The rose stands in a class by itself. There are hardy annual bloomers, climbers, tender monthly blooming sorts and varieties for hedge and mass planting. You can have roses in any situation and in endless color and form. We cannot go into detail here but refer you to our catalogue where more than 200 varieties are listed and described. There is no great difficulty in having good roses. Keep the soil strong and fertile, keep surface loose with cultivation, spray the plants to keep off disease and insects and you will be repaid with lovely flowers in profusion.

The house may be made more attractive if



SUMMER PORCH ADORNMENT

May be as simple or elaborate as desired at low cost

HARDY SHRUBS

Althea.
Barberry.
Deutzia.
Forsythia.
Hydrangea.
Lilac.
Snowball.
Spirea
Tamarix.
Syringa.
Weigelia.

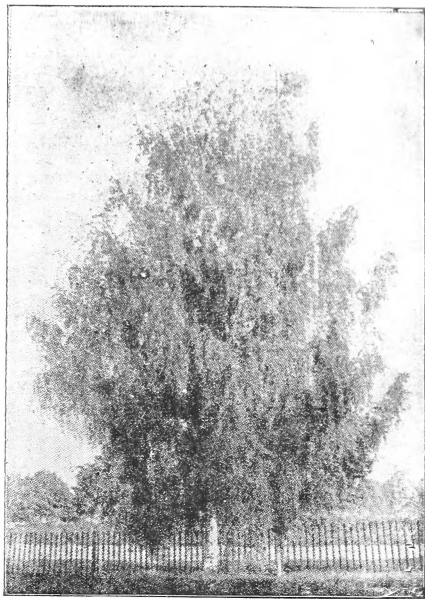
Cornus (Dogwood).
Corcorus (Kerria).
Cydonia (Japan Quince).
Calycanthus (Sweet Shrub).
Dwarf Honeysuckle.
Exochordia (Pearl Bush).
Flowering Almond.
Purple Fringe (Smoke Tree)
Sambucus (Golden Elder).
Sweet Pepper Bush.
Viburnum (High Bush Cran
berry).

There are also many other shrubs for mass or specimen planting described and priced in our large catalogue.

porch boxes and hanging baskets are placed in appropriate positions. These can be filled with flowering plants such as Geraniums, Lantanas, Heliotrope, Ageratum or Double Petunias interspersed with small ferns or asparagus and edged with Vinca, Glechoma, Ivies and other drooping vines. A fine fern or palm makes a splendid summer decoration for the porch with the advantage that it can be moved to the living rooms of the house if interior decoration is desired.

For temporary flower beds which are to be planted each summer, there is opportunity for great diversity. Cannas are very popular for beds because of their majestic foliage, and luxuriant growth. They have been greatly improved of late years and the newer sorts produce splendid bloom in abundance. Geraniums are probably the most popular of all summer bedding plants because they thrive under all conditions and bloom continuously until frost. Coleus, Alternanthera and Acalypha are used to make carpet beds, letters, designs, etc., of bright colored foliage, and are trimmed and kept to size and form desired. Heliotrope is liked because of its delicate perfume and dainty colored flowers. Ageratum furnishes a wealth of blue or white flowers and the blue varieties furnish fine contrast with bright geraniums, scarlet salvia and other similar plants. Artemesia (Dusty Miller), Centaurea Gymnocarpa (also called Dusty Miller), or Madam Saleroi Geranium furnish striking contrast where white foliage is wanted for borders or to bring out the splendor of some bit of color. The Salvia or scarlet sage is one of the most popular flowering plants, and while it is readily grown from seed, you can gain sixty days by purchasing the growing plants in May. The usual blooming period is from September, but it can be kept in bloom all summer and until frost if blooming plants are set out in spring.

In flowers from seeds there is still a wider field of beauty than in any other opportunity for home adornment. The lovely pansy, bright nasturtium, splendid sweet peas and queenly asters are the most popular of our garden annuals. All are very easy to grow and seldom disappoint the veriest amateur. As a rule you can grow the perennials from seed, but as you can save a year it will generally pay better to purchase plants, as the price is generally not excessive. Among the tall growing annuals for screens or hedges the Cosmos, annual hollyhock, Japanese maize, Ricinus (castor oil plant), and the ornamental sunflowers will afford the opportunity desired by the planter for varied effects. Mexican Burning Bush offers a splendid medium sized plant for an annual hedge.



CUT LEAF WEEPING BIRCH

LAWN AND SHADE TREES

Ash—American White.	Catalpa—Speciosa.
Birch—Cut Leaf Weeping.	Chestnut—American S
Box Elder.	Flowering Crab.
Carolina Poplar.	Flowering Thorn.
Elm—American White.	Mountain Ash.
Linden—American.	Russian Mulberry.
Locust—Black.	Sycamore—American.
Maple—Soft.	Teas Weeping Mulberry.
Maple—Hard.	Weeping Mt. Ash.
Maple—Weir's.	Weeping Willow.
Maple—Norway.	Arbor Vitae.
Scotch Pine.	Norway Spruce.

Can supply also many kinds of lawn and shade trees not here listed. See our large catalogue for sizes and prices.

HOME FLORICULTURE.—A book of instructions how to grow flowers from plants or seeds. Price, 25 cents, or you can get it free. See catalogue for terms.

In the coarser flowers for flaming, brilliant beds the Zinnia, Cockscomb, Four-O'clock, Marigold, Mimulus, Verbena, Petunia, Phlox and Portulaca offer a wide range of color in the flowers and varied sizes in the plants, so that the wants of the planter are easily supplied. All of these are of easiest culture and almost certain to succeed. Low growing annuals like Alyssum, Mignonette, Candytuft, Daisy, Lobelia or Portulaca are splendid for bordering beds of taller flowers or for edging walks and drives or for mass planting where solid effects are wanted.

Annual vines for porches, trellises, or to cover old stumps or unsightly spots, may be easily grown from seed. Adlumia, Cypress Vine, Gourds, Morning Glory, Flowering Beans, Climbing Nasturtium, and Wild Cucumber are desirable, and there are many others of this class which can be used with success.

For fragrance sow Dianthus Pinks, Ambrosia, Marguerite Carnations, Grass Pinks, Heliotrope, Mignonette, Nicotiana, Sweet William, Stocks and Wall flower; while if you want lovely flowers of unusual form and coloring Scabiosa, Nigella and Salpiglossis will give you satisfaction with attractive blooms. We cannot cover the possibilities of flowers from seed with a few short paragraphs, but it should be a pleasure to every householder to study this subject from our catalogue or any other available authorities, and results in a more beautiful home will justify the time and effort given to the subject.

An important branch of the floral kingdom are offered generally in the form of dormant summer bulbs, which grow quickly and with which flowers may be had in succession. The Gladiolus is a general favorite and deserves its popularity as it is easy to grow, produces flowers freely and the blooms are lasting. Dahlias are popular, as are Tuberose and Caladiums (Elephant's Ear); while the Lily in its varied forms is a queen among the flowers. Most of the lilies are hardy and may remain undisturbed for years if so desired. Hyacinths, Tulips, Crocus and other so-called winter blooming bulbs have a special value for home bedding, as they are planted in the fall when other flowers have ceased to bloom, and they bloom in spring before the annuals or greenhouse plants can be set out.

HARDY VINES

Boston Ivy.	Hop Vine.	Bitter Sweet.
Trumpet Creeper.		Clematis.
Wistaria.	Honeysuckle.	Woodbine.

For description and price of these and other hardy plants and vines see our large catalogue.

“HOW TO MAKE A LAWN”

Published by IOWA SEED CO., Des Moines, Iowa



SHASTA DAISY

A popular hardy plant for mass planting